

**Subject:** Fwd: Re: Urban Air Market Info

**From:** rafikg76@gmail.com

**Date:** 06/16/2017 02:25 PM

**To:** jbriggs@jbriggslaw.com

Subject: Re: Urban Air Market Info

From: Danielle Cohen <[danielle@urbanairmarket.com](mailto:danielle@urbanairmarket.com)

<<mailto:danielle@urbanairmarket.com>>

To: Rafik Ghazarian <[rafikg76@gmail.com](mailto:rafikg76@gmail.com) <<mailto:rafikg76@gmail.com>>

Time: 2017-03-29T15:52:18.000Z

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Hi Rafik.

We certainly appreciate your procedures and efforts toward attaining BID board approval.

I excitedly made a handful of fliers for a Los Feliz Urban Air Market, thinking we were a bit further along in the process.

After Evan and I had lunch at Alcove on Monday, I wanted to pop in to say hello to a handful of businesses in the area so that they'd have a face to the name.

In the past, when working with the city to obtain street closure, we've collected signatures on a petition for temporary selling activities. As you mentioned, it takes some time to accomplish this, so I hoped to get the ball rolling to ensure our nearing June 4th date.

Our production schedule includes permitting, design and printing, writing and distributing press releases, event promotion, vendor booth curation, and hiring partners like security, photographers, musicians, etc.

Please let me know if, after Evan presents at your April 12th meeting, will there be a vote of some kind?

Our goal is to produce a successful show and to do so, mid-April is the very latest to confirm that we have your BID's support, making Urban Air Market a "go" for Los Feliz Village.

I've attached a letter of support from the President of the neighborhood association at our SF market, as we hope to work similarly with your BID. I look forward to hearing from you and I hope to meet you in the near future.

Thank you,

Danielle Cohen  
Event Producer  
Urban Air Market

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On Mar 28, 2017, at 4:32 PM, Rafik Ghazarian <[rafikg76@gmail.com](mailto:rafikg76@gmail.com) <<mailto:rafikg76@gmail.com>> wrote:

Hi Evan,

Thank you for the one sheet for the BID board. Our next meeting is on April 12th. I'll put you on the calendar to present. Please understand we need to follow some procedures and everything needs board approval, but with something of this caliber the BID needs to inform the business community and get their buy in.

As Adam and I had mentioned when we had met, that we are no longer doing the street fair as our business community were not too happy with the results. With that said, we need their buy in.

I did receive some calls asking me about Urban Air and why the BID had not advised them that we were putting this together. We are a small community and words spread fast. Please in the future before walking the village, give me a call and I'm more than happy to walk it with you, I think we now have people spreading the word and it just puts our BID in bad light with our community. Lastly, I understand you want

the ledger involved but again I'd like the BID to meet and discuss and approve before reaching out to the ledger. I already have a situation whereas the community thinks we will be stringing colored lights throughout our BID village.

Our goal as BID board members is to ensure that all of our businesses do well. This is why we need their involvement.

I also need our council office involved since we will be doing street closures. In the past with our street fairs we had to notify both the business and residential community once we had our permit to have streets closed. I would need to get that info from Adam Miller. Im not even sure what the time frame to get that done takes. I can tell you we tried to do that for our holiday event and that didnt happen.

Lets talk Thursday or Friday of this week,

Thanks,

Rafik Ghazarian  
President  
Los Feliz Village BID

Best,

Rafik Ghazarian  
President  
Los Feliz Village BID

On Mar 28, 2017 3:54 PM, "Evan Smith" <[evan@urbanairmarket.com](mailto:evan@urbanairmarket.com)<<mailto:evan@urbanairmarket.com>>> wrote:

Hey Rafik and Adam. Attached is a one sheet (two sheet) on Urban Air Market. I've also CC'd Danielle, our national head.

We walked around the neighborhood yesterday and it looks like we will only need one block from Franklin to Finley. The extra block is a little more space than we need for our first event in the neighborhood. We also spoke to a few vendors on that specific block and they all seemed incredibly excited for the event.

As for the Allison at the Los Feliz Ledger, would it be helpful if I reached out and thanked her for referring me? That way we can gently remind her that this was her idea.

Since we are approaching the event date, we'd like to get the ball rolling on the permitting process. What are your thoughts on moving forward with this simultaneously while you and Adam present our event to the BID members?

Here's a video link from last year's event. We didn't catch Bernie's cameo but it will still give you a better idea of what we're about: <https://youtu.be/jEtXqVaTRVg> <<https://youtu.be/jEtXqVaTRVg>>  
Evan Smith  
[evan@urbanairmarket.com](mailto:evan@urbanairmarket.com) <<mailto:evan@urbanairmarket.com>>  
[www.urbanairmarket.com](http://www.urbanairmarket.com) <<http://www.urbanairmarket.com>>